

Support instruments for spanish business internationalization

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO

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GENERAL DATA

Name

Support instruments for spanish business internationalization

Code

102796

Academic year

2024-25

Degree

[MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT](#)

ECTS Credits

2

Type

MANDATORY

Duration

Cuatrimestral

Language

Spanish/English

CONTENTS

Contents

Day 1: 3 hours

This will be devoted to reviewing the basic content being studied with the students:
• Introduction: ICEX: mission, strategy, objectives, organisation and institutional cooperation.

• Training programmes and services

• Information services

• Practical exercises

Day 2: 3 hours

• Advisory Services

• Trade promotion instruments

• Practical exercises

Day 3: 3 hours

• Financial support instruments

• Practical exercises

Day 4: 3 hours

• Investment attraction services

• Overview of the module and practical exercises

COMPETENCES

Conocimientos

CO1 - To learn about business management analytics in dynamic and complex environments, such as the international environment.

CO2 - To acquire a body of theoretical and practical knowledge and learning skills, which will enable those who remain interested to pursue further, more specialised studies in the field of advanced research or doctoral studies.

CO3 - To master the basic tools of information and communication technologies for exercising of their profession and for learning.

CO4 - To understand the concepts, theories and instruments for analysing and developing business internationalisation plans.

CO7 - To know the structure and functioning of the organisations and institutions that support companies' internationalisation.

CO8 - To know the main legal and fiscal aspects that directly or indirectly affect business internationalisation processes.

CO13 - To learn to incorporate the concept of sustainability in business and institutional projects, identifying its specific areas of practical application.

CO14 - To learn to incorporate other SDG concepts, which are also relevant for international companies, in their projects, identifying their specific areas of practical application.

Habilidades

S1 - To apply the theoretical and practical knowledge acquired, with a high degree of independence, in both national and international companies, be they small or medium-sized or companies of a more multinational dimension, and even in non-business organisations whose management requires an international vision.

S2 - To apply the analytical skills acquired in defining and approaching new problems and in searching for solutions both in a national and international business context.

S3 - To be able to collect, record and interpret macroeconomic data, country information, industry and business information, financial and accounting data, statistical data, and relevant research results to systematise business decision-making processes in international environments.

S4 - To apply the appropriate procedure to achieving an international business objective.

S5 - To assess the relationship between enterprises and the institutional framework in which activities are carried out.

S6 - To manage digital platforms, technological, audiovisual and computer media to search for information and for effective communication of business projects.

S7 - To manage software and statistical programmes for data recording and analysis.

S9 - To manage a business internationalisation project and assume managerial responsibilities.

Competencias

C1 - To work in multidisciplinary and multicultural teams, in highly demanding situations in terms of time (deadlines for designing and executing projects and cases) and results.

C2 - To develop business and personal activities within the strictest ethical and socially responsible behaviours, as well as to develop sensitivity towards social and environmental issues.

C3 - To express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

C4 - To lead the process of designing the international strategy.

C6 - To lead and develop international business negotiation processes.

LEARNING PLAN

Training activities

Type of activity	Hours	% On site
TA1.- Master classes	10	100
TA2.- Practical classes	6	100
TA3.- Individual and group work	5	10
TA5.- Individual student work	29	0

Teaching methods

The course is divided into four sessions of three hours each, where the different contents will be dealt with and the resolution of practical case studies will be worked on.

Learning outcomes

Throughout the module, we will review the different programmes and instruments for training, information, advice, commercial promotion, financing and investment that ICEX, to a greater extent, and other bodies of the Central and Autonomous Administration offer for Spanish companies to go abroad.

Ultimately, students are expected to be aware of the full range of resources available to them when they join an internationally active private company.

EVALUATION

Evaluation system

The evaluation of the course in its ordinary exam session is made up of:

60% Theoretical exercise consisting of a multiple-choice exam at the end of the module with questions on the contents taught.

40% Resolution of a practical case study on the subject taught in the different sessions of the module. The case study presented by the lecturer after the face-to-face sessions must be solved in groups and uploaded to the virtual campus on the date indicated by the lecturer.

(+/-)10%: Evaluation according to the participation of each student, both quantitative (number of interventions) and qualitative (timeliness and quality of interventions) during class sessions, as well as the attention paid in class and attitude towards classmates and teachers.

In the 2nd and subsequent exam sessions, the grade will depend on the test(s) (written test type, essay type, assignments, oral tests, etc.), which will be determined by the teachers and communicated to the students sufficiently in advance.

FACULTY

Coordinator/s

Alvar , Jorge

Lecturers

Porfessor responsible for the subject